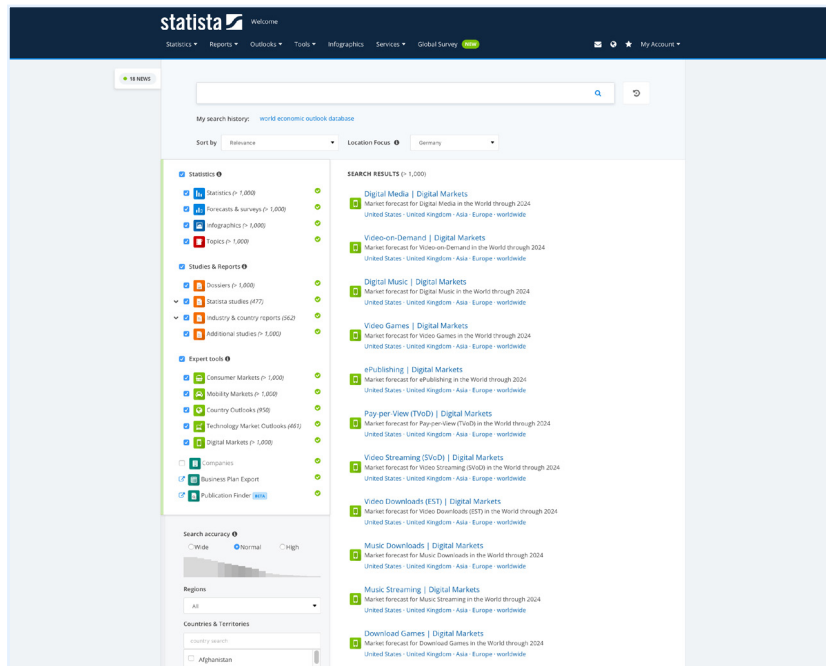


**PRODUCT AND SERVICES DESCRIPTION**

# Single/Starter Account

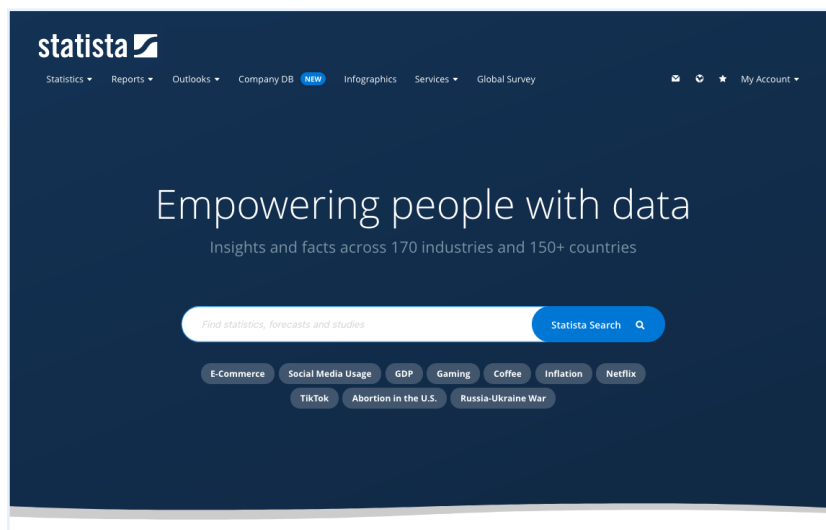
## Introduction

Statista is one of the world's leading portals offering access to statistics and studies on 80,000 topics and 170 industries via its website. Statista enables users to quickly and conveniently access relevant market and consumer data and to easily process it. The data is available in English, German, Spanish, and French and is expanded and updated daily.



## Search

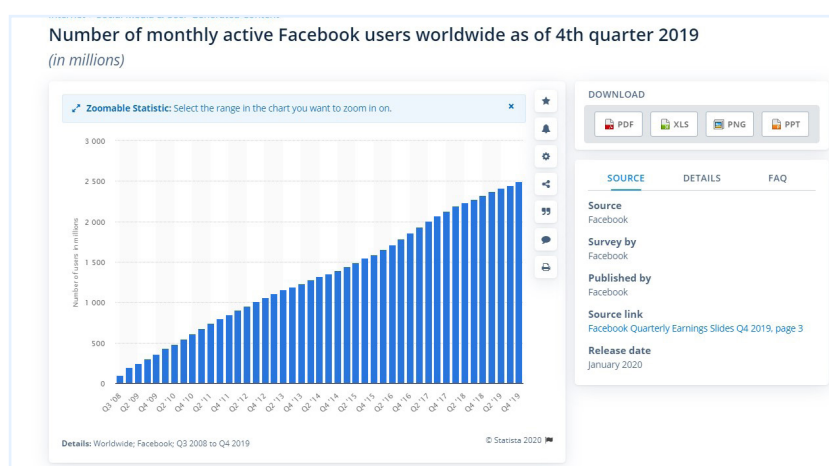
Statista provides its users with an intuitive keyword search. This includes auto-completion and the displaying of synonyms and alternative search terms. Various functions help to refine the search: It is possible, for example, to limit the search to certain content areas, to filter search results by region, year, and country, and to sort them by relevance, popularity, and publication date.



## Content & sources

Statista's data comes from two areas: Statista collects relevant market data from third parties and makes it available to its customers in the form of statistics and studies. Sources include government institutions, such as statistical offices and ministries, international organizations, market research institutes, and trade journals. Statista bundles data from a total of 22,500 different sources.

Around 50 percent of the portal's content is based on surveys carried out independently by Statista. An international team of experienced analysts develops its own market models, conducts surveys and in-depth analyses, and uses them as the basis for forecasts and key figures for various markets and industries. Statista's own content includes expert tools such as the Digital Market Outlook, Consumer Market Outlook, and Country Outlook. All available information on a source, such as survey data, methodology, as well as place and date of publication, is listed on the portal.



## Download formats

Statistics and studies can be downloaded in various formats. Depending on the type of product chosen, Statista makes the data available to its customers in the form of XLS, PPT, PNG, and PDF files. Thus, the researched statistics can be directly processed and integrated into your own analyses and presentations without any detours.

## Rights of use and publication rights

Customers with a Single/Starter Account are granted the right to use downloaded content for commercial purposes.

Customers with a Single/Starter Account do not acquire the right to publish downloaded content. Please ask the Customer Service for more details.

## Possible changes

Due to technological development as well as possible changes in the legal, fiscal or economic environment, Statista will occasionally adapt this product data sheet. You will be informed about these changes in due time. If the changes are economically neutral, we assume your consent.

### **Services included in the Single/Starter Account**

The Single/Starter Account grants access to Statista exclusively for one user. The activated user may access the account from different end devices. Any use by multiple employees requires the acquisition of a Corporate Account. In the event of unusual usage behavior, Statista reserves the right to block access until the issue is clarified and/or to immediately terminate access.

The Single/Starter Account offers the user access to all basic and premium statistics of a specific platform (German, international, Spanish, or French). Unless contractually agreed otherwise, the user is granted access and download rights to 100 premium statistics of the selected platform for 12 months.

The Single/Starter Account enables the user to download selected basic and premium statistics of the selected platform as XLS or PDF files and as images in PNG format.

Unless contractually agreed otherwise, the Single/Starter Account subscription is valid for a period of 12 months and prior to expiration is automatically renewed at the regular monthly price for 12 months. The cancellation period is six weeks prior to the end of the subscription.

The total price (invoice amount) is invoiced in one sum when both parties formally enter into the contract. The Single/Starter Account offer is aimed at commercial users. An acquisition by private users is not possible. The purchase process includes confirmation that the purchase is for a commercial user.

Statista will keep the user informed about innovations by e-mail so that the user is able to use the most up-to-date functions of the statistics portal at any time.

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